

PATENT
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UNITED STATES PATENT APPLICATION

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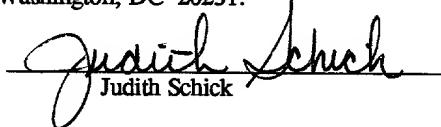
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NOVELTY COOKIE PRODUCT

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Judith Schick

NOVELTY COOKIE PRODUCT

Background Of The Invention

The invention relates to a cookie product that has entertainment value and interest in
10 addition to its good taste and satisfying snack value.

Sandwich coolies are well known and are available commercially under a number of brand names including OREO®, NUTTER BUTTER®, SNACKWELL'S® and many others. Basically, these cookies comprise two base cakes adhered by a creamed frosting filling. Many
15 consumers especially enjoy breaking the cookies apart to expose the filling and then eating the filling by itself. Once the filling is removed, the base cakes are then eaten as plain cookies.

Thus, like all cookies, the typical sandwich cookie is primarily for the purpose of providing a satisfying a sweet tooth and the desire for a snack – not the provision of entertainment. Efforts have been made with familiar images on one or more surfaces on the outside of cookies to provide some additional interest to the eating experience. For example,
20 cookies are known having intaglio or relief as by line drawing or three-dimensional figures. Cookies are also known to be made with printed matter on a surface, as in U. S. Patent No. 4,578,273 and U. S. Patent No. 5,534,281.

What is missing in the art is some type of imaging utilized on or with a cookie to provide an extra dimension of interest and entertainment to the eating experience.

Summary Of The Invention

Accordingly, it is an object of the present invention to provide a novelty cookie product that is produced easily by conventional cookie forming equipment but provides an added level of enjoyment for the consumer.

5 It is a more specific object in this regard to a sandwich cookie having a familiar and interesting graphics associated with it.

Still another object of the invention is to provide a sandwich cookie having graphics associated with it that are revealed during the eating experience.

A more specific aspect of the invention to make cookie eating more fun.

10 These and other objectives are achieved by the invention, which provides a novelty cookie product, a method of making it and a method of eating it. The cookie product comprises a base cake having an image thereon and a layer of confection covering at least a portion of the image. Preferably, the cookie is a sandwich cookie having two base cakes separated by and adhered with a confection filling.

15 Many preferred aspects of the invention are described below. The invention and its particular features will become more apparent from the following detailed description considered with reference to the accompanying drawings.

Brief Description Of The Drawings

Figure 1 is a perspective view of a sandwich cookie according to one embodiment
20 of the invention.

Figure 2 is a cross sectional view taken along line 2-2 in Figure 1.

Figure 3 is front elevation of a bottom biscuit portion of the sandwich cookie shown in Figure 1.

Figure 4 is cross sectional view taken along line 4-4 in figure 3.

Detailed Description of The Invention

5 The following description will detail preferred embodiments of the invention, to best show several preferred aspects.

The invention provides a novelty cookie product which adds a dimension of entertainment to the already enjoyable experience of eating a sandwich cookie. The product is believed to have special appeal to children, but has prompted behavior in adults similar to that of children. The preferred form of the cookie 10, shown in Figure 1, has a front or top cake 12 having a representation of a television 18, including dial 20, on the outside surface with no clear picture on the screen. Inside, the cookie has a confection filling 16 and is backed by another cake 14. The cake 14 has a suitable image 22, which when used in combination with the confection filling 16, presents a latent image that can be revealed by eating in the manner of the invention – namely, removing at least sufficient of the confection to at least partially remove the confection. To the children eating them this is a distinct pleasure – here is a cookie product specially made for them to split open and lick off the confection filling so that they can see the picture.

20 Figure 2 shows a cross section of the cookie of Figure 1, taken along line 2-2. It will be seen that in this embodiment, cake 12 has an intaglio image 18 and cake 14 has an intaglio image 22. The image can be a relief or other three-dimensional or two-dimensional image. Figure 3 illustrates one preferred form of the invention wherein a popular cartoon figure as it might appear when viewed on a television screen (Angelica of Rugrat fame) forms the image. Preferably, the image will be one that is easily

recognized by children and will provide them with a point of visual interest when the confection is removed.

The confection is preferably a sandwich cream of the typical variety comprised of

5 fat and sugar as described, for example, in "Biscuits, Crackers & Cookies Volume 1" by
W. H. Smith, Magazines For Industry, Inc., copyright 1972 by Applied Science
Publishers Ltd., e.g., pages 314-335. The base cakes are also of conventional formulation
and are preferably formed by conventional rotary molding procedures. The disclosures of
the above-noted text and the patents listed above are hereby incorporated by reference for
10 their disclosures of formulations, processing techniques and suitable packaging.

The above description is for the purpose of teaching the person of ordinary skill in
the art how to practice the present invention, and it is not intended to detail all of those
obvious modifications and variations of it which will become apparent to the skilled
15 worker upon reading this description. It is intended, however, that all such obvious
modifications and variations be included within the scope of the present invention which
is defined by the following claims. The claims cover the indicated components and steps
in all arrangements and sequences which are effective to meet the objectives intended for
the invention, unless the context specifically indicates the contrary.